

A Study on the Use Intention of Mobile Reservation System for Spectating Korean Professional Baseball by Using TAM Model

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Background

The Internet gives sports consumers easy access to information about their favorite teams and products. As the number of Korean professional baseball fans increases, mobile reservation systems have started to use the Internet and mobile application as a marketing tool. The purpose of this study is to understand the intention of users of Korean professional baseball mobile reservation system by applying technology acceptance model (TAM). The Technology Acceptance Model (TAM) was first proposed by Davis in 1986 to predict and explain the behavior of informed users. Originally focused on predicting user acceptance of information technology systems, the TAM includes two main beliefs as predictors for Intention to Use technology systems: Perceived Usefulness and Perceived Ease of Use. Davis (1989) found perceived usefulness and perceived ease of use through various literature surveys such as expectations theory, determinism of behavior, were found to be the main variables influencing the users' acceptance and use of information. The theoretical importance of perceived usefulness and perceived ease of use as determinants of user behavior is indicated by several diverse of research. "Perceived usefulness" is defined as the degree to which a person believes that using a particular system would enhance his or her job performance. "Perceived ease of use", in contrast, refers to the degree to which a person believes that using a particular system would be free of effort (Davis, 1989). Previous studies of the TAM have found it useful in the offline context. In addition, several scholars have found support for the usefulness of the TAM for understanding user behavior in the online context (Porter & Donthu, 2006; Hur, Ko, & Claussen, 2012).

Aim and Research Design

This study was conducted for those who have used mobile reservation service in the last 5 years. Convenience sampling was conducted and 237 questionnaires were analyzed after data cleaning. SPSS and AMOS software was used to conduct frequency analysis, confirmatory factor analysis, correlation analysis, and structural equation modeling to analyze the collected data. The hypotheses of this study are as follows.

- Hypothesis 1. The interest of Korean professional baseball games will affect perceived usefulness.
- Hypothesis 2. The interest of Korean professional baseball games will affect perceived ease of use.
- Hypothesis 3. Perceived ease of use of the Korean professional baseball games mobile reservation system will affect perceived usefulness.
- Hypothesis 4. Perceived usefulness of the technology acceptance variables of using the Korean professional baseball games mobile reservation system will affect the behavioral intention to use.
- Hypothesis 5. The perceived ease of use of technology acceptance variables of Korean professional baseball mobile games reservation system will affect the behavioral intention to use.

Results

The results of this study are as follows. First, the interest of professional baseball games did not have a significant effect on the perceived usefulness. Second, the interest of professional baseball games had a significant effect on the perceived ease of use. Third, perceived ease of use of Korean professional baseball games mobile reservation system had a significant effect

on perceived usefulness. Fourth, perceived usefulness had a positive effect on behavioral intention to accept mobile reservation service. Fifth, perceived ease of use had no effect on behavioral intention. Davis (1989) mentioned that usefulness was significantly more strongly linked to usage than was ease of use. Other previous studies found a positive relationship between usefulness and behavioral intention (Davis, 1989; Shih, 2004). Those studies also focused on technology use and found a much stronger effect of Perceived usefulness on intention than of perceived ease of use on intention.

Conclusions

In order to achieve the purpose of this study, the following conclusions were drawn from research design, research methods, results, and discussions. Professional baseball interest, perceived usefulness, and perceived ease of use are important variables in intention to use. The results of this study on the relationship can be interpreted as the fact that the user believes that the service will be useful as the reservation service as easy to use. Based on these results, mobile reservation system providers should provide accurate, reliable, and professional baseball information without error on the information system. Users should be able to use the information conveniently while browsing professional baseball advance information on the mobile reservation site.

References

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